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# EPEAT® Subscriber Update

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## → Growth spurt

The past six months has been an incredible growth period for EPEAT - marking a new stage of organizational maturity.

We've clarified organizational structure, updated and corrected the product database (with your help!), and added several [new staff](#) members to support our efforts. We've developed a network for registration services, in collaboration with several outstanding organizations. We're expanding a variety of on-line and in-person training offerings, and preparing for new product coverage as Imaging Equipment and TV standards near completion. We've launched a process to update the 1680.1 criteria. Finally we've added a [new CEO and Board of Directors members](#) to support strategic and organizational development. And all while holding fees flat for the coming year!

More on aspects of our 'growth spurt' below - looking forward to the next stages of a banner year for EPEAT.

Sarah O'Brien  
Director of Outreach and Communications

## → PRE launch

In early May the first group of Product Registration Entities - organizations that will support and verify manufacturers' declarations - will begin working in the EPEAT system. "PREs" will develop their own business model and relationship with manufacturers. However, they will continue to work through EPEAT's on-line declaration system and will work closely with each other and the EPEAT "MSE" (central registry support group) to ensure consistent judgment and interpretation of the standard across the system.

In a nutshell, Subscribers will soon be able to work with any of the new PRE organizations to declare and support your product declarations in EPEAT. In preparation for this change, EPEAT fees have been split into PRE and MSE portions. Subscribers will continue to pay the MSE fee to EPEAT but may then select their PRE from the list of approved PREs.

EPEAT will deploy changes to the registry software to enable PRE selection in early June. Subscribers may notice some changes at that time, but new PRE choices will become available later in June or early July. EPEAT will maintain our existing PRE - so you don't have to make a change until you are ready to use a different PRE. You can engage different PREs for

all of your registrations, or for different countries, or product lines - whatever makes sense for you.

We encourage you to consider the different PRE's offerings and how they can help you - with native-language or place-based availability, dual certification/declaration for EPEAT and other systems, and more - in order to find the best fit for your organization.

## → EcoSense deployment

In order to reduce barriers to expansion into the consumer market, EPEAT will be rolling out the EcoSense brand name in 2012.



This more easily grasped brand identity was developed through a several year long process supported by global branding firm Lippincott and a broad array of stakeholders, including retailers - at the same time as we developed the new marks and graphic identity rolled out last year with your support.

Now that the graphic identity is familiar to end users, we are moving into the second phase of our rebranding with this name change. (We will maintain the EPEAT identity as a background reference, consistent with the many contracts that currently specify EPEAT - more on this in detailed communications.)

We will be communicating details of the rollout schedule and process shortly, with the goal of executing the changeover during Q3.

## → Consumer testing project

A consumer testing task force is working on plans for a project with Staples, with the participation of Office Depot, Best Buy, GSA, HP and Toshiba. Through initial usability testing over the next few months, and eventual sales testing, we're looking to find the most effective ways to 'boil down' the meaning of EPEAT/EcoSense to succinct, immediately understandable communication.

Research indicates a mismatch between consumer expectations (single attribute, recycling focus) and environmental design and labeling initiatives (multi-attribute, overall sustainability focus). To bridge this gap, we want to develop presentation modes that are very simple to grasp, while still enabling access for interested consumers to details on the EcoSense multi-attribute approach.

If your company is interested in participating in the task force and/or testing, please contact Sarah as soon as possible.

## → Updates

- [Portland Conformity Assessment Training May 21 - 24](#)

- [Verification Round 2011-05 Outcomes Report published](#)
- [Verification Round 2012-02 Launched](#)
- [Clarification Reports 8, 12 and 13 published](#)

Questions regarding Verification? Please contact EPEAT Registry Services Manager, [Erin Gately](#).

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